



Paramount
Digital

Job Description

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Job Role

Email Marketing Specialist

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Role Overview

At Paramount Digital, we have been delivering outstanding digital marketing services for over eight years. As our team expands, we are looking for a highly motivated Email Marketing Specialist to join us.

As an Email Marketing Specialist, you will take ownership of campaign delivery and optimisation across multiple client accounts. You will combine strong platform expertise with strategic thinking to build, automate, and enhance lifecycle campaigns that drive engagement, retention, and revenue.

You will work closely with the CRM & Email Marketing Manager to plan and execute high-performing campaigns, identify opportunities within client journeys, and implement improvements through our internal process framework. Your goal is to ensure every message supports measurable business outcomes.

Role Expectations

Key Responsibilities

- Plan, build, and deliver automated campaigns and flows across multiple ESPs (Mailchimp, Klaviyo, Dotdigital, Shopify Email, etc.).
- Conduct customer journey audits to identify gaps, inefficiencies, or missed opportunities such as underperforming automations or weak segments.
- Develop and optimise segmentation and personalisation strategies, including dynamic content, conditional logic, and product recommendations.
- Create and implement A/B testing frameworks to improve open rates, click-through rates, and conversion performance.
- Monitor and maintain deliverability standards, including sender reputation, list hygiene, SPF, DKIM, and DMARC.
- Report on campaign and automation performance, providing actionable insights and next steps.
- Maintain data accuracy and UTM governance across all campaigns.
- Collaborate with design, content, and PPC teams to ensure unified marketing execution.
- Apply internal process frameworks to systematically identify and implement performance improvements.
- Support client onboarding, ESP integrations, and troubleshooting across platforms such as Shopify, WooCommerce, and HubSpot.

Ongoing Objectives

- Drive measurable improvements in client lifecycle and automation performance.
- Identify and communicate opportunities for campaign optimisation and strategy enhancement.
- Maintain disciplined QA and version control processes.
- Support and mentor junior members of the team when required. Deliver complete end-to-end campaign management with minimal oversight.

Success Metrics

- Growth in client KPIs such as click-through rate, conversion rate, and automation revenue.
- Quality and consistency of execution and reporting.
- Quantity and impact of opportunities identified through internal audits.
- Client satisfaction and retention.
- Collaboration effectiveness and proactive communication.

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Who We're Looking For:

We're looking for a motivated and detail-oriented individual with a genuine passion for digital marketing and customer communication. You'll be eager to learn the technical and creative aspects of email marketing while supporting the delivery of impactful campaigns for a variety of clients.

This role suits someone who thrives in a collaborative environment, enjoys problem-solving, and takes pride in accuracy and organisation. You should have a natural curiosity for data and how it influences results, along with a proactive approach to learning new tools and platforms. If you're ready to grow your skills in a fast-paced agency setting and contribute to meaningful client work, this is an excellent opportunity to build a strong foundation for your marketing career.

What You'll Bring:

- 1 to 3 years of hands-on experience in email marketing (agency or client-side).
- Strong working knowledge of key ESPs such as Klaviyo, Mailchimp, and Dotdigital.
- Understanding of automation workflows, lifecycle marketing, and segmentation.
- Analytical and comfortable interpreting performance data.
- Experience with deliverability, compliance, and platform integrations.
- Basic HTML or CSS knowledge for template editing and troubleshooting.
- Excellent time management, attention to detail, and communication skills.

A Full Range Of Additional Benefits, Including:

- A company wide training schedule taking place on a weekly basis.
- Pension scheme
- Free eye tests
- Mental well-being support
- Discounts with our partners
- Regular company events
- Weekly yoga wellness sessions
- Regular employee and campaign recognition scheme
- Team lunches
- And everything else you'd expect from a top digital agency!

Location: Head Office, Rainford, St Helens

Salary: £25,000 To £28,000

Holidays: 22 Days + Bank Holidays

Personal Development: Customised Development Plan & Clear Career Progression

If you're passionate about Email Marketing and ready to take the next step in your career, then our CRM & Email Marketing Department offers the perfect opportunity to learn, grow, and make an impact. We'd love to hear from you!